Alt Order #

NM

\$700.00



**WESH** 1021 N. Wymore Rd. Winter Park, FL 32789 Main: (407)645-2222

Billing: (407)389-7661

www.wesh.com

Billing Address:

Mundy Katowitz Media Attention: Accounts Payable 1322 G Street SE 4th Floor

Washington, DC 20003

Send Payment To: WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

6 09/17/12

09/17/12

Invoice #	Invoice Date	Invoice Month	Invoice Period
943078-1	09/23/12	September 2012	08/27/12 - 09/17/12

Station	Account Executive	Sales Office	Sales Region
WESH	Fran Berg	Eagle-Washingto	National

Advertiser	Product	Estimate Number
Priorities USA Action	PRIORTIES USA	1560

Flight Dates

09/12/12 - 09/17/12	943078	07897959
Billing Calendar Broadcast	Billing Type Cash	Deal #
Special Handling		
IDB#	Advertiser Code	
	321	340

Order #

Line Start Date End Dat	e Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
1 09/13/12 09/13/12	women while a being some a way of the	6:00-7:00 AM	T	:30	1	\$1,200.00	NM	
Weeks: <u>Start Dat</u> 09/10/12	<u>End Date</u> <u>MTWTFSS</u> 09/16/12T <u>Air Date</u> <u>Air Time</u> <u>Descr</u>	Spots/Week 1 iption	Rate \$1,200.00 <u>Start/End Time</u> 6:00-7:00 AM		<u>h</u> <u>Ad-ID</u> 0 usaтv02н	s		<u>Rate</u> <u>Type</u> \$1,200.00 NM
2 09/17/12 09/17/12 Class of Time - Pre-e		6:00-7:00 AM	M	:30	1	\$1,200.00	NM	Control of the contro
Weeks: <u>Start Dat</u> 09/17/12 Spots: <u>#</u> Ch <u>Day</u>			Rate \$1,200.00 <u>Start/End Time</u> 6:00-7:00 AM		<u>h</u> <u>Ad-ID</u> 0 usaтv02н			<u>Rate Type</u> \$1,200.00 NM
3 09/12/12 09/14/12 Class of Time - Pre-e		7:00-9:00 AM	1-1	:30	2	\$1,500.00	NM	
	09/16/121-1	Today Show	Rate \$1,500.00 Start/End Time 7:00-9:00 AM 7:00-9:00 AM	:3	<u>h Ad-ID</u> 0 usatv02h 0 usatv02h			Rate Type \$1,500.00 NM \$1,500.00 NM
4 09/12/12 09/13/1: Class of Time - Pre-e		9:00-10:00 AM	11	:30	2	\$800.00	NM	
Weeks: Start Dat 09/10/12 Spots: # Ch Day 1 WESHW See M 2 WESHTh 3 WESHM	e End Date MTWTFSS 09/16/1211 Air Date Air Time Desc 09/12/12 Regis 09/13/12 9:52 AM Regis 09/17/12 11:27 AM NBC	& Kelly 9-10 AM	Rate \$800.00 <u>Start/End Time</u> 9:00-10:00 AM 9:00-10:00 AM 11AM-12PM/10	:0	th <u>Ad-ID</u> 00 30 USATV02H 30 USATV02H			Rate Type \$800.00 NM \$800.00 NM \$800.00 NM
5 09/13/12 09/13/1		10AM-11AM	T	:30	1	\$700.00	NM	
Weeks: Start Date 09/10/12		Spots/Week 1	<u>Rate</u> \$700.00					
Spots: <u>#</u> Ch <u>Day</u> 1 WESHTh	<u>Air Date</u> <u>Air Time</u> <u>Desc</u> 09/13/12 10:53 AM NBC		Start/End Time 10AM-11AM		<u>th</u> <u>Ad-ID</u> 30 usatv02h	l		<u>Rate</u> <u>Type</u> \$700.00 NM

10AM-11AM

NBC Today Show II

:30

Send Payment To:

**WESH** 



P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice Period Invoice # Invoice Date **Invoice Month** 943078-1 09/23/12 September 2012 08/27/12 - 09/17/12

Advertiser	Product	Estimate Number
Priorities USA Action	PRIORTIES USA	1560

www.wesh.com

	Start Date	End Date	Desci	ription	Start/End Time	MTWTFSS		Spots/ Week	Rate	Туре	
\$5X =(				-emptible without		M	in the second				
V	Weeks:	Start Date 09/17/12	End Da 09/23/1		Spots/Week 1	<u>Rate</u> \$700.00					
S	Spots: # Ch			Air Time Descr		Start/End Time	Lengt	h Ad-ID			Rate Typ
					Today Show II	10AM-11AM		0 USATV02H			\$700.00 NI
	09/12/12 Class of Tin	09/14/12 ne - Pre-em			?-12:12:00-12:30 PM	1-1	:30	2	\$500.00	NM	
V		Start Date 09/10/12		ate <u>MTWTFSS</u> 121-1	Spots/Week 2	<u>Rate</u> \$500.00					
٤				Air Time Descr		Start/End Time	Lenat	th Ad-ID			Rate Typ
					NOON NEWS 12-12:30			30 USATV02H			\$500.00 N
	2 WE	SHF 09	9/14/12	12:30 PM M-F N	NOON NEWS 12-12:30	12:00-12:30 PM	:3	0 USATVO2H			\$500.00 N
	09/17/12 Class of Tin	09/17/12 ne - Pre-em	Days	of Our Lives h notice	1:00-2:00 PM	M	:30	1	\$600.00	NM	
٧				ate MTWTFSS		Rate					
c		09/17/12 Day A		12 M Air Time Desci	1 rintion	\$600.00 Start/End Time	Lang	th Ad-ID			Rate Ty
				12:59 PM Days		1:00-2:00 PM		80 USATV02H			\$600.00 N
	09/12/12	09/13/12	M-F 3	3-4 PM e-emptible withou	3:00-4:00 PM	11	:30	2	\$500.00	NM	
		Start Date	End Da	ate MTWTFSS	Spots/Week	Rate		2	724		
		09/10/12		1211		\$500.00	_				
S	1 1070	<u>Day A</u> SHW 0	and the same of th	Air Time Descri 3:21 PM M-F 3		Start/End Time		th Ad-ID 30 USATV02H			Rate Ty
		ESHTh 0		3:37 PM M-F 3		3:00-4:00 PM 3:00-4:00 PM	1.7	30 USATVOZH			\$500.00 h
	09/17/12	09/17/12	M-F 3	3-4 PM	3:00-4:00 PM	M	:30	1	\$500.00	NM	<b>4000.00</b> 1
				e-emptible withou ate <u>MTWTFSS</u>		Rate	-1 -1 1003	4		_	
		09/17/12			1	\$500.00					
S				Air Time Descri		Start/End Time		th Ad-ID			Rate Ty
	1 WE	ESHM 0	9/17/12	3:45 PM M-F 3	3-4 PM	3:00-4:00 PM	:3	30 USATV02H			\$500.00
	09/12/12 Class of Tin	09/12/12	M-F 4	4-5 PM NEWS	14 5 4 5 514					77.00	
		ne - Pre-en	nptible wit	h notice		W	:30	1	\$1,000.00	NM	
- 100	Weeks:	Start Date	End Da	th notice ate MTWTFSS	Spots/Week	Rate	:30	1	\$1,000.00	NM ———	
٧		Start Date 09/10/12	End Da 09/16/	th notice ate MTWTFSS 12W	Spots/Week 1	Rate \$1,000.00			\$1,000.00	NM ———	Rate Tv
٧	Spots: <u>#</u> Ch	Start Date 09/10/12 Day A	End Da 09/16/ ir Date	th notice ate MTWTFSS 12W Air Time Desc	Spots/Week 1	### Rate   \$1,000.00   Start/End Time	Leng	1 <u>th Ad-ID</u> 30 USATV02H	\$1,000.00		
12	Spots: # Ch 1 WE	Start Date 09/10/12 Day A ESHW 0	End Da 09/16/2 ir Date 9/12/12	h notice  ate MTWTFSS 12W  Air Time Desc 4:29 PM M-F 4  5-6 PM ROT	Spots/Week 1	### Rate   \$1,000.00   Start/End Time	Leng	th Ad-ID	\$1,000.00	NM	
12	Spots: <u>#</u> Ch 1 WE	Start Date 09/10/12 Day A ESHW 0: 09/13/12 ne - Pre-en Start Date	End Da 09/16/ ir Date 9/12/12 M-F 5 nptible with	h notice  ate MTWTFSS 12W  Air Time Desc 4:29 PM M-F 4  5-6 PM ROT th notice  ate MTWTFSS	Spots/Week 1 ription 4-5 PM NEWS	Rate \$1,000.00 Start/End Time M-F 4-5 PM	<u>Leng</u>	th <u>Ad-ID</u> 30 USATV02H			
12 V	Spots: # Ch 1 WE 09/13/12 Class of Tin Weeks:	Start Date 09/10/12 Day A ESHW 0 09/13/12 ne - Pre-en Start Date 09/10/12	End Da 09/16/2 ir Date 9/12/12 M-F 5 nptible with End Da 09/16/2	h notice  ate MTWTFSS 12W  Air Time Desc 4:29 PM M-F 4  5-6 PM ROT th notice  ate MTWTFSS 12T	Spots/Week 1 ription 4-5 PM NEWS 5:00-6:00 PM Spots/Week 1	Rate \$1,000.00 Start/End Time M-F 4-5 PM T Rate \$1,400.00	<u>Leng</u> :3	<u>th Ad-ID</u> 30 USATV02н 1		NM	\$1,000.00 r
12 V	Spots: # Ch 1 WE 09/13/12 Class of Tin Weeks: Spots: # Ch	Start Date 09/10/12 Day A ESHW 0 09/13/12 me - Pre-en Start Date 09/10/12 Day A	End Da 09/16/2 ir Date 9/12/12 M-F 5 nptible with End Da 09/16/2	h notice  ate MTWTFSS 12W  Air Time Desc 4:29 PM M-F 4  5-6 PM ROT th notice  ate MTWTFSS 12T Air Time Desc	Spots/Week 1 ription 4-5 PM NEWS 5:00-6:00 PM Spots/Week 1 ription	Rate \$1,000.00 Start/End Time M-F 4-5 PM T Rate \$1,400.00 Start/End Time	Leng :3 :30	th Ad-ID 30 USATV02н 1	\$1,400.00	NM	\$1,000.00 h
12 V	Spots: # Ch 1 WE 09/13/12 Class of Tin Weeks: Spots: # Ch	Start Date 09/10/12 Day A ESHW 0 09/13/12 ne - Pre-en Start Date 09/10/12 Day A ESHTh 0	M-F 5 nptible with  End Da 09/16/-  M-F 5 nptible with  End Da 09/16/-  ir Date 9/13/12	h notice  ate MTWTFSS 12W  Air Time Desc 4:29 PM M-F 4  5-6 PM ROT th notice  ate MTWTFSS 12T	Spots/Week 1 ription 4-5 PM NEWS 5:00-6:00 PM Spots/Week 1 ription	Rate \$1,000.00 Start/End Time M-F 4-5 PM T Rate \$1,400.00	Leng :3 :30	<u>th Ad-ID</u> 30 USATV02н 1	\$1,400.00	NM	\$1,000.00 h
12 V S	Spots: # Ch 1 WE 09/13/12 Class of Tin Weeks: Spots: # Ch 1 WE 09/17/12 Class of Tin	Start Date 09/10/12 Day A ESHW 0 09/13/12 ne - Pre-en Start Date 09/10/12 Day A ESHTh 0 09/17/12 ne - Pre-en	M-F 5 nptible wit	h notice  ate MTWTFSS 12W  Air Time Desc 4:29 PM M-F 4  5-6 PM ROT th notice  ate MTWTFSS 12T  Air Time Desc 5:52 PM M-F 5  5-6 PM ROT th notice	Spots/Week 1 ription 4-5 PM NEWS 5:00-6:00 PM Spots/Week 1 ription 5-6 PM ROT 5:00-6:00 PM	Rate \$1,000.00 Start/End Time M-F 4-5 PM T Rate \$1,400.00 Start/End Time 5:00-6:00 PM	Leng :3 :30	th Ad-ID 30 USATV02н 1	\$1,400.00	NM	\$1,000.00 h
12 V S	Spots: # Ch 1 WE 09/13/12 Class of Tin Weeks: Spots: # Ch 1 WE 09/17/12	Start Date 09/10/12 Day A ESHW 0 09/13/12 me - Pre-en Start Date 09/10/12 Day A ESHTh 0 09/17/12 me - Pre-en Start Date	M-F 5 nptible wit  9/13/12  M-F 5 nptible wit  End Da 09/16/- ir Date 9/13/12  M-F 5 nptible wit  End Da 09/16/- ir Date	## Notice   ate	Spots/Week 1 ription 4-5 PM NEWS 5:00-6:00 PM Spots/Week 1 ription 5-6 PM ROT 5:00-6:00 PM	Rate \$1,000.00 Start/End Time M-F 4-5 PM T Rate \$1,400.00 Start/End Time 5:00-6:00 PM M	Leng :3 :30 Leng :3	th Ad-ID 30 USATV02H  1  th Ad-ID 30 USATV02H	\$1,400.00	NM ic.	Rate Ty \$1,000.00 N Rate Ty \$1,400.00 N
12 V	Spots: # Ch 1 WE 09/13/12 Class of Tin Weeks: Spots: # Ch 1 WE 09/17/12 Class of Tin	Start Date 09/10/12 Day A ESHW 0 09/13/12 me - Pre-en Start Date 09/17/12 me - Pre-en Start Date 09/17/12 me - Pre-en Start Date 09/17/12	M-F 5 nptible wit  M-F 5 nptible wit  M-F 5 nptible wit  M-F 5 nptible wit  End Da 09/16/- ir Date 9/13/12  M-F 5 nptible wit  End Da 09/23/-	## Notice   ate	Spots/Week 1 ription 4-5 PM NEWS 5:00-6:00 PM Spots/Week 1 ription 5-6 PM ROT 5:00-6:00 PM Spots/Week 1	Rate \$1,000.00 Start/End Time M-F 4-5 PM T Rate \$1,400.00 Start/End Time 5:00-6:00 PM	Leng :30  Leng :30  :30	th Ad-ID 30 USATV02H  1  th Ad-ID 30 USATV02H	\$1,400.00	NM ic.	\$1,000.00 N
12 V	Spots: # Ch 1 WE  09/13/12 Class of Tin Weeks:  Spots: # Ch 1 WE  09/17/12 Class of Tin Weeks:  Spots: # Ch	Start Date 09/10/12 Day A ESHW 0 09/13/12 ne - Pre-en Start Date 09/10/12 Day A ESHTh 0 09/17/12 ne - Pre-en Start Date 09/17/12 ne - Pre-en Start Date 09/17/12 ne - Day A	M-F 5 nptible wit  M-F 5 nptible wit  M-F 5 nptible wit  M-F 5 nptible wit  End Da 09/16/- ir Date 9/13/12  M-F 5 nptible wit  End Da 09/23/-	## Notice ### AITH NOTICE ###	Spots/Week 1 ription 4-5 PM NEWS 5:00-6:00 PM Spots/Week 1 ription 5-6 PM ROT 5:00-6:00 PM Spots/Week 1 spots/Week 1	Rate \$1,000.00 Start/End Time M-F 4-5 PM T Rate \$1,400.00 Start/End Time 5:00-6:00 PM M	Leng :30  Leng :30  Leng :30	th Ad-ID 30 USATV02H 1 th Ad-ID 30 USATV02H	\$1,400.00	NM ic.	\$1,000.00 N
12 V	Spots: # Ch 1 WE  09/13/12 Class of Tin Weeks:  Spots: # Ch 1 WE  09/17/12 Class of Tin Weeks:  Spots: # Ch	Start Date 09/10/12 Day A ESHW 0 09/13/12 me - Pre-en Start Date 09/10/12 Day A ESHTh 0 09/17/12 me - Pre-en Start Date 09/17/12 me - Pre-en 09/17/12 09/17/12 09/17/12 09/17/12 09/17/12 09/17/12 09/12/12	M-F 5 nptible wit  M-F 5 nptible wit  M-F 5 nptible wit  End Da 09/16/- iir Date 9/13/12  M-F 5 nptible wit  End Da 09/23/- iir Date 9/17/12  M-F 6 M-F 6 N-F 6	## A Price	Spots/Week 1 ription 4-5 PM NEWS 5:00-6:00 PM Spots/Week 1 ription 5-6 PM ROT 5:00-6:00 PM Spots/Week 1 spots/Week 1	Rate \$1,000.00 Start/End Time M-F 4-5 PM T Rate \$1,400.00 Start/End Time 5:00-6:00 PM M Rate \$1,400.00 Start/End Time	Leng :30  Leng :30  Leng :30	th Ad-ID 30 USATV02H  1  th Ad-ID 30 USATV02H  1	\$1,400.00	NM ic.	\$1,000.00  Rate Ty \$1,400.00

Send Payment To:





WESH
P O Box 26876
Lehigh Valley, PA 18002-6876
FIN# 59-3186949

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 943078-1 | 09/23/12 | September 2012 | 08/27/12 - 09/17/12

Advertiser	Product	Estimate Number
Priorities USA Action	PRIORTIES USA	1560

www.wesh.com

ne Start Date	End Date	Description		Start/End Time	MTWTFSS		Spots/ Week	Rate	Туре	
14 09/12/12 Class of Time	09/12/12 e - Pre-empt	M-F 6-6:30 F		M-F 6-6:30 PM	W	:30	1	\$2,000.00	NM	e a la de la company
Spots: <u>#</u> Ch	Day Air I	Date Air Tir	-W me Descrip PM M-F 6-6		\$2,000.00 <u>Start/End Time</u> M-F 6-6:30 PM	Length	Ad-ID USATV02H	1-		<u>Rate</u> <u>Type</u> \$2,000.00 NN
I VVE	3 T VV 09/1	2/12 5.56	PIVI IVI-F 0-0	0.30 PIVI	IVI-F 0-0.30 FIVI	.30	USATVUZH			\$2,000.00 1410
15 09/13/12 Class of Tim	09/13/12 e - Pre-empt	M-F Entertai ible with notice		gł7:00-730 PM	T	:30	1	\$2,000.00	NM	
			ITWTFSS	Spots/Week 1	<u>Rate</u> \$2,000.00					
Spots: # Ch		Date Air Tir	ne Descrip	tion	Start/End Time	Length	Ad-ID			Rate Typ
1 WES	SHTh 09/1	3/12 7:16	PM M-F En	tertainment Tonight	7:00-730 PM	:30	USATV02H			\$2,000.00 N
16 09/15/12 Class of Tim	09/15/12 le - Immediat	Sat 5-6a tely Pre-emptik	ole without r	Sat 5-6a	S-	:30	1	\$100.00	NM	
Weeks:		End Date M	<u>ITWTFSS</u>	Spots/Week	<u>Rate</u> \$100.00					
Spots: # Ch	Day Air I	Date Air Ti	me Descrip	otion	Start/End Time	Length	Ad-ID			Rate Typ
1 WE	SHSa 09/1	15/12 5:21	AM Sat 5-6	а	Sat 5-6a	:30	USATV02H			\$100.00 NI
17 09/15/12 Class of Tim	09/16/12 ne - Immediat	Sat/Sun Sur tely Pre-emptit		M 6:00-8:00AM notice	11	:30	2	\$450.00	NM	
	Start Date 09/10/12		1TWTFSS	Spots/Week 2	<u>Rate</u> \$450.00					
Spots: # Ch		00,10,12	me Descrip	<del>-</del>	Start/End Time	Length	Ad-ID			Rate Typ
2 WE	SHSa 09/1	15/12 7:21	AM Sat/Su	n Sunrise@6-8AM	6:00-8:00AM	:30	USATV02H			\$450.00 NI
1 WE	SHSu 09/1	16/12 6:40	AM Sat/Su	n Sunrise@6-8AM	6:00-8:00AM	:30	USATV02H			\$450.00 NI
18 09/15/12 Class of Tim	09/15/12 ne - Pre-empt	SA/SU 6-6:3		SA/SU 5:58-6:30	P!S-	:30	. 1	\$1,200.00	NM	
	Start Date 09/10/12		<u>ITWTFSS</u>	Spots/Week 1	Rate \$1,200,00	_		- 64 PE	- + 50 -	i produkti S
Spots: # Ch			me Descrip		Start/End Time	Length	Ad-ID			Rate Typ
1 WE	SHSa 09/1	15/12 6:10	PM SA/SU	6-6:30 PM	SA/SU 5:58-6:3	0 Pl :30	USATV02H			\$1,200.00 N
19 09/15/12 Class of Tim	09/15/12 ne - Pre-empt	Sat. Enterta		W7:00-8:00 PM	S-	:30	1	\$900.00	NM	
	Start Date 09/10/12		MTWTFSS	Spots/Week 1	<u>Rate</u> \$900.00					
Spots: # Ch			5- me Descrip		Start/End Time	Lenath	n Ad-ID			Rate Typ
. –	SHSa 09/			ntertainment this We			USATV02H			\$900.00 N
20 09/16/12 Class of Tim		SA/SU 6-6:3		SA/SU 5:58-6:30	) PIS	:30	1	\$1,200.00	NM	
Weeks:		End Date	MTWTFSS	Spots/Week	<u>Rate</u> \$1,200.00					_
Spots: # Ch			me Descrip		Start/End Time	Lengtl	Ad-ID			Rate Typ
	SHSu 09/		PM SA/SU		SA/SU 5:58-6:3		USATV02H			\$1,200.00 N
					Total Spots	2	5			

Payment Terms 30 Days

Gross Total \$23,600.00

Agency Commission

\$3,540.00

Net Amount Due

\$20,060.00